1996 NESA CoMarketing
As of 9/14/1996

	RJR Available	RJR Payments	RJR Partners Promo	RJR Remaining	RJR % Spent	RJR % Spent Gap $
Total Year						
National	111,432,065	35,669,719	28,873,450	46,888,896	57.92%	43.21%
Boston	3,317,103	969,259	1,305,100	1,042,744	68.56%	48.17%
New York	2,305,922	558,007	1,014,250	733,665	68.18%	43.20%
1 Philadelphia	2,583,339	901,649	782,150	899,540	65.18%	50.06%
Buffalo	3,427,510	1,360,749	867,300	1,199,461	65.00%	53.15%
2 Pittsburgh	8,129,079	2,441,041	1,608,650	3,875,410	49.82%	37.44%
2 Cincinnatti	8,879,037	3,697,263	2,253,650	2,928,124	67.02%	55.80%
NESA	**28,641,990**	**9,927,968**	**7,831,100**	**10,678,943**	62.00%	47.71%

1 Philadelphia has been adjusted for payments decked up but not yet spent on National Southland 2 pack promotion for $166,850.

2 Pittsburgh and Cincinnati are adjusted for planned direct marketing programs in July/Aug, $179,663 & $299,709 respectively.

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Source: https://www.industrydocuments.ucsf.edu/docs/xshn0000